Amendments to the Claims

The following listing of claims replaces all prior versions and listings of claims in the application.

Listing of claims.

1. (Currently Amended) A method for coloring a substrate, the method consisting essentially of the steps of:

a) providing a cellulosic substrate;

b) applying a colorant to the substrate, the colorant ~~consisting essentially of a non-white~~including a pigment, a thickener and a solvent; and

c) applying an overcoat to the substrate over the colorant, the overcoat consisting essentially of an elastomer.

2. (Original) The method of claim 1 wherein the substrate is selected from the group consisting of: white-top linerboard, linerboard and paper.

3. (Original) The method of claim 1 wherein the pigment is selected from the group consisting of a basic fiber reactive dye, an anionic fiber reactive dye, and dry coloring matter.

4. (Previously Presented) The method of claim 1 wherein the thickener is present in an amount of between 1% and 40% by weight of the colorant.

5. (Original) The method of claim 4 wherein the thickener is selected from the group consisting of: natural thickeners, synthetic thickeners and combinations thereof.

6. (Previously Presented) The method of claim 5 wherein the thickener is a polysaccharide.

7. (Original) The method of claim 5 wherein the natural thickener is selected from the group consisting of starch, carboxymethylcellulose and combinations thereof.

8. (Original) The method of claim 7 comprising:

a) starch in an amount of between about 1% and 25% by weight of the colorant; and

b) carboxymethyl cellulose in an amount of between about 0% and 10% by weight of the colorant.

9. (Original) The method of claim 1 wherein the pigment is present in an amount of between about 1% and 50% by weight of the colorant.

10. (Original) The method of claim 9 wherein the pigment is present in an amount of between about 1% and 30% by weight of the colorant.

11. (Original) The method of claim 1 wherein the step of applying the colorant comprises dispensing the colorant at an application rate of between about 1% to 40% by weight of the substrate.

12. (Cancelled)

13. (Currently Amended) The method of claim ~~12~~ 1 wherein the ~~overcoat~~ elastomer is selected from the group consisting of polybutadienes, polyisobutylenes, polystyrenes, polyacrylates, and polyurethanes.

14. (Original) The method of claim 12 wherein the overcoat is a latex.

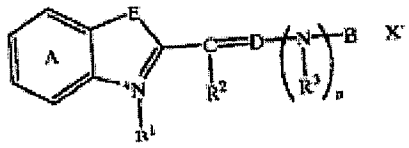
15. (Original) The method of claim 12 wherein the step of applying the overcoat comprises dispensing the overcoat at an application rate of between about 1% and 25% by weight of the substrate.

16. (Original) The method of claim 1 wherein the step of applying the colorant is performed in a process selected from the group consisting of off-paper machine applications or on-paper machine applications.

17. (Original) The method of claim 1 wherein the step of applying the overcoat is performed in a process selected from the group consisting of off-paper machine applications or on-paper machine applications.

18-20. (Cancelled)

21. (Currently Amended) The method of claim ~~20~~ 1 wherein the pigment is a dye represented by the following formula:



wherein, ring A represents a benzene ring which may have a substituent or may further be cyclocondensed with another aromatic ring;

B represents an aryl group which may have a substituent or may be coupled with R^2 to form a heterocyclic structure which will be described later, or a heterocyclic group which may have a substituent or may be coupled with R^2 to form a heterocyclic structure which will be described later,

D represents a nitrogen atom or a group CR^4 (in which R^4 represents a hydrogen atom or a C_{1-6} alkyl group);

E represents a group NR^5, CR^6R^7 or $CR^6=CR^7$ (in which R^5 represents a C_{1-6} alkyl group which may have a substituent, a C_{2-6} alkenyl group which may have a substituent or an aryl group which may have a substituent, or forms, when taken together with R^2, a ring which will be described later, and R^6 and R^7 each independently represents a hydrogen atom or a C_{1-6} alkyl group), an oxygen atom or a sulfur atom;

R^1 represents a C_{1-6} alkyl group which may have a substituent, a C_{2-6} alkenyl group which may have a substituent or an aryl group which may have a substituent;

R^2 represents a divalent group bonded to B or forms, when taken together with R^3 or R^5, a ring which will be described later,

R^3 forms, when taken together with R^2, a ring which will be described later;

n stands for 0 or 1, with the proviso that when n=0, R^2 and R^5, when taken together with N—C—C, form a 5- to 7-membered nitrogen-containing heterocyclic structure which may have a substituent, or R^2 is bonded to B, thereby forming a 6- or 7-membered

heterocyclic structure which may have a substituent and may contain a hetero atom other than D and when n=1, R^2 and R^3, when taken together with C=D—N, form a 5- to 7-membered nitrogen-containing heterocyclic structure which may have a substituent, and

X^- represents an anion.